

<i>SERFF Tracking Number:</i>	<i>PHYS-126462593</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Mutual Insurance Company</i>	<i>State Tracking Number:</i>	<i>44639</i>
<i>Company Tracking Number:</i>	<i>PMA3281</i>		
<i>TOI:</i>	<i>MS071 Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS071.001 Plan A 2010</i>
	<i>Medicare Select 2010</i>		
<i>Product Name:</i>	<i>Medicare Supplement</i>		
<i>Project Name/Number:</i>	<i>PMA3281/PMA3281</i>		

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Medicare Supplement	SERFF Tr Num: PHYS-126462593	State: Arkansas
TOI: MS071 Individual Medicare Supplement - Medicare Select 2010	SERFF Status: Closed-Filed-Closed	State Tr Num: 44639
Sub-TOI: MS071.001 Plan A 2010	Co Tr Num: PMA3281	State Status: Filed-Closed
Filing Type: Advertisement	Authors: Sonya Dickey, Sara Magee-Garcia	Reviewer(s): Stephanie Fowler
	Date Submitted: 01/20/2010	Disposition Date: 02/02/2010
		Disposition Status: Filed-Closed
Implementation Date Requested: On Approval		Implementation Date:

General Information

Project Name: PMA3281	Status of Filing in Domicile: Pending
Project Number: PMA3281	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments: Filed in Nebraska on 1/20/2010.
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Group Market Size:
Overall Rate Impact:	Group Market Type:
Filing Status Changed: 02/02/2010	Explanation for Other Group Market Type:
	State Status Changed: 02/02/2010
Deemer Date:	Created By: Sara Magee-Garcia
Submitted By: Sara Magee-Garcia	Corresponding Filing Tracking Number: PMA3281
Filing Description:	
RE: Medicare Supplement Insurance Advertisement	
Invitation to Inquire: PMA3281	

Attached are copies of the above referenced material for your review and approval. This material will be used by licensed agents in your State to create an interest in the following Medicare Supplement Policies/Rider: Policies/Rider Medicare Supplement Plans Approval Dates

SERFF Tracking Number: PHYS-126462593 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 44639
Company Tracking Number: PMA3281
TOI: MS071 Individual Medicare Supplement - Sub-TOI: MS071.001 Plan A 2010
Medicare Select 2010
Product Name: Medicare Supplement
Project Name/Number: PMA3281/PMA3281

P020AR A 8-12-09
P025AR F 8-12-09
P026AR G 8-12-09
P027AR High Ded F 8-12-09
High Deductible Premium Discount Rider B345 8-12-09

If you have any questions concerning the material, please contact me at 1-800-228-9100, option 1, option 6, extension 2633. You can also contact me via email at Sara.Magee-Garcia@physiciansmutual.com. Your assistance in getting the material approved for use in your State is greatly appreciated.

Company and Contact

Filing Contact Information

Sara Magee-Garcia, sara.magee-garcia@physiciansmutual.com
2600 Dodge Street 800-228-9100 [Phone]
Omaha, NE 68131 402-633-1096 [FAX]

Filing Company Information

Physicians Mutual Insurance Company CoCode: 80578 State of Domicile: Nebraska
2600 Dodge Street Group Code: 367 Company Type:
Omaha, NE 68131 Group Name: State ID Number:
(402) 633-1188 ext. [Phone] FEIN Number: 47-0270450

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation: \$50 per form
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$50.00	01/20/2010	33659922

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	02/02/2010	02/02/2010

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Disposition

Disposition Date: 02/02/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	PMA3281	Filed	Yes

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Form Schedule

Lead Form Number: PMA3281

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 02/02/2010	PMA3281	Advertising	PMA3281	Initial			PMA3281.pdf



Physicians
Mutual®

Insurance for all of us.™

Physicians Mutual Insurance Company
[AddressXXXXXXXXXXXXX1]
[AddressXXXXXXXXXXXXX2]
[City, State Zip +4]

Sample A. Sample
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Address
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Insurance can be as
easy as pie!

See What You're Missing ...

I'll be in your area soon!

Learn about insurance protection that fits your needs and your budget. I have a simple pie chart that quickly reviews your current coverage. We can sit down at your kitchen table and talk.

If you've lost your health insurance, are ready for Medicare, or are looking to make changes to your existing Medicare Supplement coverage, I will:

- ✓ Listen to your needs
- ✓ Explain your choices
- ✓ Develop a plan of action

At Physicians Mutual Insurance Company, we make insurance as easy as pie. We promise!

Learn more about what you're missing!

We are not connected with, nor endorsed by, the U.S. Government or the Federal Medicare Program.

An agent/producer will provide complete details including costs and limitations.

Insurance Policy P020, P025, P026, P027; B345 [OK: P020OK, P025OK, P026OK, P027OK; TX: P020TX (Plan A), P025TX (Plan F), P026TX (Plan G), P027TX (High Deductible Plan F); B345B (Premium Discount Rider)]. Availability may vary by state.



Want to talk sooner?

Call today – I can help!

[Photo]

[NAME]

[contact information1]

[contact information2]

[contact information3]

PhysiciansMutual.com